



Macy's:

The Store Endorsed by Santa Claus



Handkerchiefs



We won't stop to say anything except that we've always had a large and varied stock at Christmas-time, and this year it's bigger and better than ever, and prices are lowest-in-the-city.

FOR MEN

\$1.24 each

Fastidious men will appreciate these. Of fine strong linen, with thread-drawn hemstitched hems, they have hand embroidered monograms. What a saving of time not to have the trouble of having them embroidered! We have 'most every two letter combination.

6 for \$1.69

Irish linen, hemstitched and fine, just received from our Belfast offices.

6 for \$2.79

Linen hemstitched handkerchiefs with attractive initial.

6 for \$1.49

Woven colored border handkerchiefs with block initial of color to match.

FOR CHILDREN

3 for 23c

Cunning little squares with embroidered designs that will appeal to little folks, and sold, three in a little box.

FOR WOMEN

6 for \$2.97

Irish linen squares with distinctive beautifully hand-embroidered two letter monograms.

23c each

Imported Princess lace trimmed kerchiefs. Dainty bits for a suit or dress pocket.

3 for 98c

Three good-looking Swiss embroidered handkerchiefs, put up in a dainty gift box.

39c each

Fine linen, with hand rolled hem, cord border.

6 for \$1.39

Serviceable linen kerchiefs with a pretty initial.

6 for 84c

All the stories of Jack and the Beanstalk, Three Little Bears or Puss-in-Boots embroidered on wee hankies. Six in a picture box.

Macy's—Main Floor—Centre.



A GIFT for any Man—a HOUSECOAT

\$11.75

(Tax 43c additional)

For instance, one of these popular tuxedo models made from double-faced chevrons that show the plaid effect on the lapels, pockets and cuffs.

Shawl and notch collar styles, trimmed with silk braid. One or two frogs as desired.

Sizes 34 to 46, including stout models.

Other housecoats from \$5.58 to \$31.75, with Federal tax additional.

Macy's—Fifth Floor, Broadway

Our Annual December Sale of

Colored Silks in Cut Lengths

Taffeta Meteor Crepe de Chine
Charmeuse Satin
Washable Satin China Silk Silk Shirting
Shantung and Georgette Crepe

These fabrics are offered at specially reduced prices—in a variety of shades and colors—in lengths which may be made into dresses, blouses, skirts and lingerie.

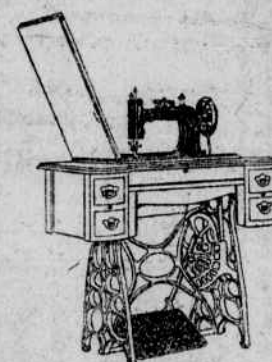
These lengths vary in price from 89c to \$4.96 and the following (of which we have but limited quantities) indicate the values to be found:

Cut Lengths of Crepe de Chine (light colors), **\$1.24 yd.**
Cut Lengths of All Silk Pongee (natural color), **89c yd.**
Cut Lengths of Washable Satin (light colors), **\$1.29 yd.**
Cut Lengths of Taffetas, **\$1.29 yd.**
Cut Lengths of Silk Shirtings, **89c yd.**

Also, cut lengths of Black Silks, reduced in price.

Macy's—Second Floor, 35th Street.

GIVE A SEWING MACHINE for Christmas



A gift is no less delightful because it is practical—and what could be more helpful to the woman who sews than a really good sewing machine?

Excellent materials and fine workmanship characterize all these models.

Rotary Sewing Machines, **\$69.75**

Featuring all the latest improvements insuring that even the smallest parts work smoothly and properly.

Macy Special Sewing Machine **\$22.48**

The cabinet work displays the high class workmanship characteristic of all our machines. The heads are carefully made and assembled with painstaking care, insuring long service. Full set of attachments.

Macy Leader Sewing Machines **\$19.74**

Cabinet of seasoned oak with two drawers. Heads of finest material, case hardened steel being used on parts receiving the greatest wear. Full set of attachments.

Our guarantee of five years goes with every Macy machine

Macy's—Fourth Floor, Rear.

Girdles Designed for the Prep and College Girl Type

\$2.89



These are made of daintiest brocade, in pink, and have a hook-and-eye front.

They are so designed, with the hose supporters cleverly suspended from the elastic side stripes, that there is no strain anywhere, and perfect freedom is combined with the necessary support.

The same model in pink silk brocade, \$4.59.

Sizes 22 to 30.

Macy's—Third Floor, 35th Street.

Gifts That Are Practical Satin Comfortables Pure Lambs' Wool Filled

\$16.89 Double Bed Size

Beautiful comfortables, covered on both sides with high grade satin in plain colors.

The fancy stitched designs serve a double purpose—they are decorative and hold the pure lambs' wool filling in position, ensuring a long wearing, attractive comfortable.

May be had in French Blue, Rose, Pink and Light Blue.

Macy's—Basement, 34th Street, Rear.

Organdie Dresses for Little Girls

\$1.88



Grandmother and Grandfather, and Uncle Tom and Aunt Martha are all coming for Christmas dinner—and little girls must be dressed up in crisp new frocks.

Inexpensive little dresses of organdie come in pink, blue, maize and orchid.

They are adorned in a fascinating manner with pert pompons, silky ribbons and hand embroidery.

Sizes 3 to 6 years.

Macy's—Third Floor, 35th St. Rear.

Boys' Pajamas of Domet Flannel

89c



Comfortable, generously cut one and two piece models in soft, warm domet flannel of good quality.

Well-made, neatly finished and fastened with silk frogs. Boys who go away to school invariably come home on vacations needing things—and half a dozen pairs of these would make a practical present.

Sizes 6 to 18 years.

Macy's—Second Floor, 35th Street, Rear.

Bobby and Betty in Wonderland!



When they come to the Dolls, Bobby looks to the ceiling and twirls his hat in unconcern.



Bobbie loves the Trains and Airplanes. He is going to be an engineer some day. Betty is concerned with the set of her bonnet.



They both adore the Circus, the Tumbling Animals, the Funny Face Family and the Wooden Toys.



And oh the joy of the Skudder Cars and the flying Autos! It doesn't take Santa long to make up his mind about what Bob and Betty want for Christmas.



Macy's—Wonderland, Fifth Floor.

Canton Crepe Frocks for Junior Girls, \$14.74

To begin with, it was a sweet little Canton Crepe frock, with ever so much charm in its round neck, short sleeves and soft crushed girle.

And then—gay little flowers, fat, firmly stuffed ones in bright rose, green and blue, dropped themselves in twos at intervals on the skirt, and on the shoulder—and a whole bunch of them gathered at the waist-line.

Sizes 12 to 16 years

In navy blue, rich brown and black, with colored flowers.

Macy's—Third Floor, 35th Street.

Attachable Silk Petticoat Flounces

\$1.98 each

Made of good quality messaline and taffeta, in black and colors. 64 inches wide and 10 inches deep.

Macy's—Lining Section, Second Floor, Front.



A Special Event for the Holiday Shopper

1500 in the Sale

Sheer Tailored Blouses

\$1.69

Lowest verified price elsewhere, \$2.95

With the daintiest handmade collars and cuffs of linen or batiste.

Some display hand drawnwork designs and embroidered dots—others have tiny colored squares inserted in effective ways.

There are Peter Pan, Tuxedo and V necks.

Sizes 36 to 44

Macy's—Third Floor, 34th Street.

White Materials That Every House- wife Uses

White and Fancy Striped
Outing Flannel
12c yd.

Our usual price 16c yard
A medium weight which washes nicely, in an excellent assortment of stripes on light colored grounds. Also pure white. 27 inches wide.

White Domet Flannel
19c yd.

Our usual price 24c yard
A heavy quality with a thick, soft, nap. Bleached snowy white. Suitable for pajamas, nightgowns and children's wear. 36 inches wide.

Silk Embroidered Baby
Flannels, 89c yd.

Our usual price 98c yard
This will make a practical gift for the mother of a tiny tot. Small, nicely embroidered edge on part wool warm flannel.

White Underwear Nain-
sook, 24c yd.

Soft, sheer underwear may be made from this, for it's a closely woven quality. 36 inches wide.

Macy's—White Goods Dept., Second Floor, Centre.

For Your Home or For Gifts

ORIENTAL RUGS

We are featuring sizes and prices that make the giving of Oriental Rugs quite a possible event in every family.

Persian Rugs—Dozar and Sarouk rugs in sizes approximately 2x3 feet to 2 feet 10 inches x 4 feet. Very specially priced at from \$22.48 to \$34.50.

Kurdistan Rugs—Fine examples of these popular weaves in sizes from 3 feet to 4 feet 6 inches x 5 feet to 7 feet. Reduced \$44.50 to \$78.50. Formerly \$64.50 to \$118.

Antique Rugs—A choice collection of fine old rugs. Individual selections gathered in Hamadan, Persia, Fereghan, Kurdistan, Serebend and other Eastern weaves. Included are some more modern specimens of unusual merit. Sizes from 3½ feet to 4½ feet x 6 feet to 7 feet. Prices range from \$106 to \$478.00.

A \$4,248 Rug—The most noteworthy Keshan rug in our collection. A magnificent weave expressed with rare artistry in enduring colors. Visitors are welcome to inspect this beautiful example of Oriental art. Other lesser-priced rugs of Persian and Chinese weaves in room sizes also for sale.

Macy's—Fourth Floor, 35th Street.

Silk Socks For Children

98c and \$1.09 pair

These will delight small boys and girls on Christmas morning! They are made of heavyweight ingrain silk, with double heels and toes, and elastic ribbed cuff tops.

Little boys will wear the black ones with patent leather ties—the colored ones, pink, sky blue, buttercup, Bordeaux and white, will please 'most any little girl.

Sizes 4½ to 8 98c pair
Sizes 8½ to 9½ \$1.09

Macy's—Main Floor, Centre.



Gold Encrusted Glassware

\$3.69 each

A buffet set of gold encrusted glassware is quite the proper thing. No woman but would be delighted to have her dinner service enriched with this fine, daintily shaped ware, so beautifully decorated with wide encrustations of gold.

The following assortment is available, several pieces of which are illustrated:

Square Fruit Bowl
Flared Dessert Dish
Candy Jar
Sweet Meat Box
Sugar and Cream Set
Celery Tray
Handled Cake Plate
Mayonnaise Set
Candlestick
Footed Fruit Bowl

Macy's—Basement, 34th Street, Front.